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| **Phase 1: Start here. Brainstorm with Post-It notes or simply type into each respective field in this column.** | **Phase 2: Design your experiment in this column.** |
| **Step 1:** Who is your **customer**? Be as speciﬁc as possible. List no more than five customer groups (5 minutes). | **Step 5:** Select one of the customer segments you came up with and enter that into the box below. |
| i.e. People working in downtown Tampa who are under the age of 30, and health conscious | Which customer segment did you select? |
| **Step 2:** What is the **problem**? Phrase it from your customer’s perspective. List no more than five customer groups (5 minutes). | **Step 6:** Select one of the problems you feel this customer segment is experiencing and enter that into the box below. |
| i.e. There are not many good healthy food options in downtown Tampa during the work week. | Which customer problem did you select? |
| **Step 3:** \*\*Deﬁne the **solution** only after you have validated a problem worth solving. List no more than five customer groups (5 minutes). | **Step 7:** Only after you have validated the customer segment and the associated problem should you consider testing your solution. |
| i.e. | Which solution did you select? |
| **Step 4:** List the **assumptions** that must hold true, for your hypothesis to be true. List no more than five customer groups (5 minutes). | **Step 8:** Select the riskiest assumption you listed to the left. Pick the most critical assumption. In other words, if you were to discover that the assumption was false, the entire business idea would not be worth working on. |
| i.e. people under the age of 30 that work downtown care about eating healthy food. | Which assumption did you select? |
| **Phase 3:** What research method will you select (interview, pre-sell, concierge)? What is your hypothesis statement? |
| **Step 9:** I have selected the following research method… i.e. “interview method” |
| **Step 10:** My hypothesis is… Example: People under the age of 30 working in downtown Tampa feel like there is not a good selection of healthy food options available downtown.  |
| **Phase 4:** How will you measure success (success criterion)? |
| **Step 11:** I will know that I have validated the hypothesis if… “I am able to speak with at least 20 people under the age of 30 that work in downtown Tampa, and more than 60% of them are very bothered by the lack of healthy food options in downtown Tampa. |
| **Phase 5:** Develop a series of questions and an introduction. You will be rejected a lot, but it becomes easier after a while. Successful entrepreneurs are used to hearing the word no.  |
| **Step 12:** Sample script “Hi. My name is Andy. I am an entrepreneurship student at HCC. Would you mind answering a few quick questions about a project I am working on?”i.e. What frustrations, if any do you experience while working downtown?i.e. On a scale of 1-100, how important is it to you to eat healthy (1 = not important, 100 = extremely important)i.e. What do you typically do for lunch or breakfast?i.e. On a scale of 1-100, how much do you care that there are limited healthy food options in downtown Tampa? (1= I do not care that much, 100= It really ruins my day everyday) |
| Image result for stop sign clip art | Once you have completed step 12, and you have your script, questions to ask, and a pre-determined success criterion, you are ready to go into the field and speak with real people. It is important that you do this in person at first, not through an online survey, or social media. It is also important that you speak with people you do not know. Yes, this is more difficult, but you will get richer and more valid feedback from strangers as opposed to friends. Here are a few tips about field research:1. Practice your script and questions with some friends first (that data doesn’t count, but it will get you comfortable with asking your questions.2. Think about where you will find people to speak with, specifically the people you have defined as customers in this tool.3. Have a data collection method. Will you record the responses from people you speak with on paper or pad? Will you speak with a person and then enter notes into your phone? Will you ask people if they mind being recorded so you have a digital version of the interview? 4. When you are done with your experiment, record your findings below in Steps 13 and 14. |
| **Phase 6:** Findings and next steps. Describe in detail how many people you spoke with, whether your minimum success criterion was achieved, what you learned, and what your next steps for further experimentation might be.  |
| **Step 13:** Findings summary |
| **Step 14:** Lessons learned and next steps |